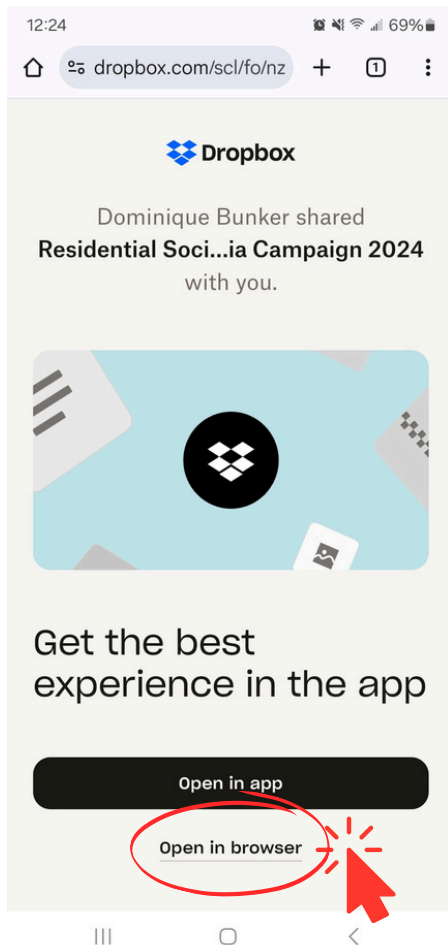


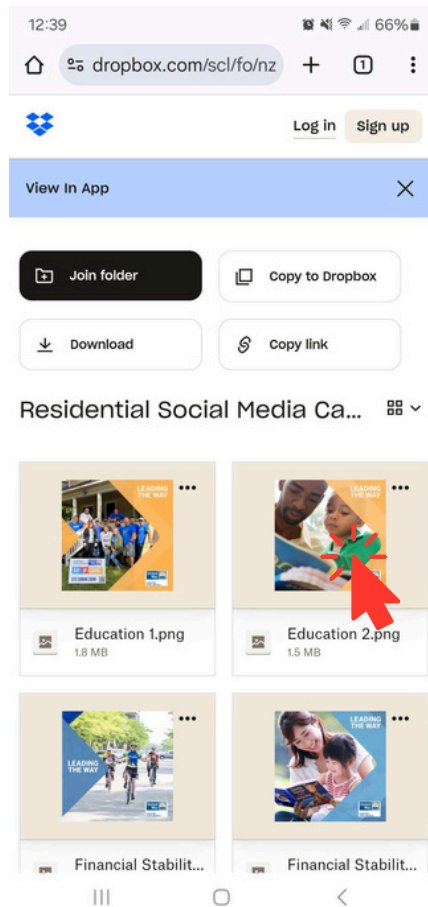
# United Way Residential Campaign Social Media Steps

## Step 1: Download the Photos

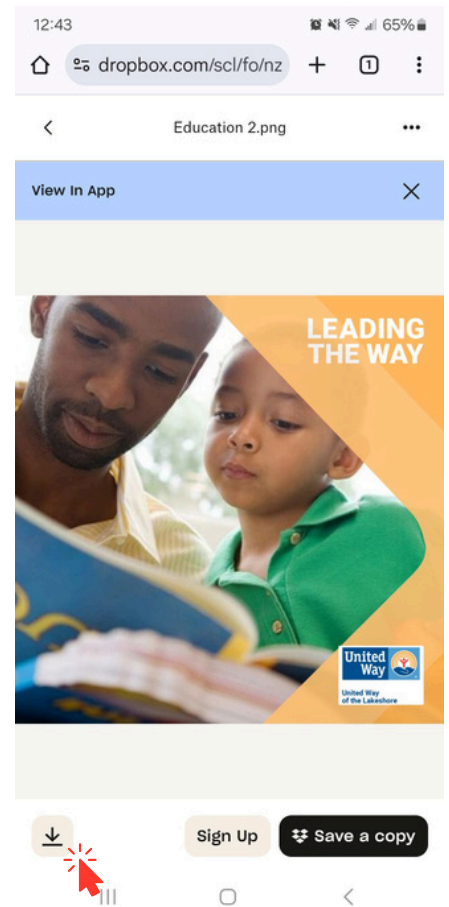
Visit <https://bit.ly/UnitedWayResidentialCampaign2024> to download photos for your social media pages.



When the page opens, you will want to select “Open in Browser” at the bottom of the screen.



Once on the screen, you will find the photo you want to use and click on it.



That photo will get bigger and then have options at the bottom. Hit the downward arrow which will start the “download”.



## Step 2: Choose Your Verbiage

Select what verbiage you would like to use for your post! Below is some examples. You can always choose to make your own post as well about why you Live United. You would want to highlight the words you want to use and hit “copy”.

### Sample Posts:

Join us in #LeadingTheWay to a brighter future on the Lakeshore! @UnitedWayLakeshore mobilizes the caring power of neighbors, businesses, and community partners to strengthen our communities by supporting the needs of our neighbors Your donation can make a real difference. <https://bit.ly/UnitedWayLeadTheWay>

@UnitedWayLakeshore is #LeadingTheWay in Muskegon, Newaygo, and Oceana Counties by creating a future where everyone can thrive. From strengthening communities to advancing opportunities, we’re making it happen. Donate now to be a part of this journey. <https://bit.ly/UnitedWayLeadTheWay>

Together, we can lead the way to create a healthy foundation for everyone in our community. Join us in supporting programs increasing access to care and mental health that help all our neighbors on the Lakeshore thrive. Donate today: <https://bit.ly/UnitedWayLeadTheWay> #LeadingTheWay

@UnitedWayLakeshore is #LeadingTheWay towards a healthier future for all. On the Lakeshore 11.8% of people lack health insurance, hindering access to vital care. Let’s work together to break barriers to health so everyone in Muskegon, Newaygo, and Oceana can thrive. <https://bit.ly/UnitedWayLeadTheWay>

Did you know that 90% of a child’s brain develops in the first five years of life? That’s why @UnitedWayLakeshore partners with early childhood programs such as Dolly Parton’s Imagination Library to set kids on the Lakeshore up for success. Let’s lead the way in ensuring every child receives a quality education. Donate today: <https://bit.ly/UnitedWayLeadTheWay> #LeadingTheWay



# United Way Residential Campaign Social Media Steps

## Step 2: Choose Your Verbiage

### Sample Posts Continued:

Education lays the foundation for a brighter future. Sadly, many children face challenges in reading proficiency that affect their academic journey. Join us in #LeadingTheWay towards better education outcomes for all children. Donate today:

<https://bit.ly/UnitedWayLeadTheWay>

At @UnitedWayLakeshore, they're creating avenues for our community members to thrive financially. Through the youth employment program, we're breaking the cycle of financial instability and setting up people for success for generations to come. Donate today to provide lasting solutions that elevate our community: <https://bit.ly/UnitedWayLeadTheWay> #LeadingTheWay

On the Lakeshore, many of our neighbors struggle with debt. That's why @UnitedWayLakeshore supports Financial Coaching through programs like New Directions with Love INC, #LeadingTheWay in breaking the cycle of financial instability to help everyone thrive. Donate now to join us: <https://bit.ly/UnitedWayLeadTheWay>

## Step 3: Make Your Post

### Open your social media app of choice! (Facebook, Instagram, LinkedIn)

Paste the verbiage you selected in this document in your post text box.

Then upload your photo you selected by hitting the "photo button" on your post editor. Your photo you downloaded earlier should pop up in your "Recents". If it does not, you can select a different album and go to downloads.

From here, you can tag your friends and share your post!